

(DATA) CENTRAL!

*(demonstrated with
CCI terminal)*

- A proven direct access information retrieval system
- ...ready NOW to store your type of information
- ...faster (answers in seconds)
- ...easier to use (stores and retrieves in plain English)
- ...available for use on your equipment
- ...or on-line from (Data) Central Information Centers
- ...immediate installation



With (DATA) CENTRAL,
you simply ask the computer
a question
and back comes your answer in seconds,
*regardless of size
of the data bank*

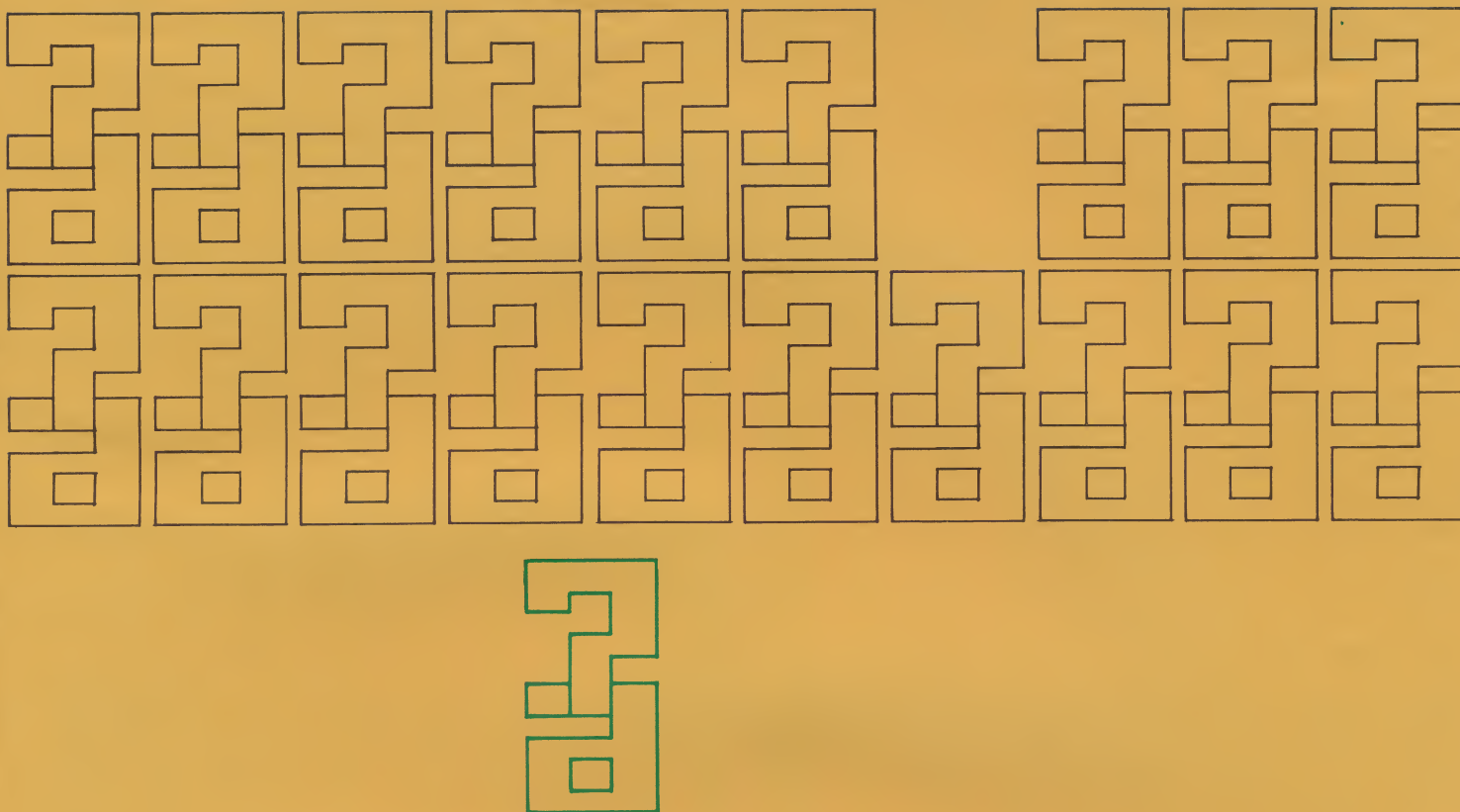
(Data) Central is a computer-controlled information storage and retrieval system which lets you communicate in plain English.

The (Data) Central program operates with 64K or larger IBM 360 systems, but can be adapted for any similar sized equipment.

The central data bank holds almost any kind of information and makes it available directly, without elaborate codes. As a result, you ask questions and receive answers, both in plain English, in seconds.

Anyone with a copy of the simple (Data) Central User's Guide and an understanding of the data stored in his particular memory bank or "file," can learn to operate the system in a matter of minutes.

No Complicated Codes. Other attempts at universal retrieval programs require large manual keyword dictionaries or memorized code systems. (Data) Central automatically organizes its own internal "dictionary" from the information used to build the files, and the "dictionary" includes *all* words, except articles like "the" and "a" and other common terms. This means any word in a unit of information can be used as a "handle" when you're searching for information. You might say every document is "cross filed" by *every* word and numeral in it. Pluck it out any way you wish.



Answers in seconds. As soon as you complete a question, the computer responds *instantly*... advises you of the number of documents satisfying your request, and permits you to select formats for printing.

"Browse" to save time.

In addition, *(Data) Central* has complete "browsing" capability so you can learn how many different items of information you have selected *before* you request actual printing.

This browsing technique advises you if your request hasn't been specific enough and the program lets you *modify and narrow* your instructions without starting over!

Once you determine which information you want, you tell the computer how to "write" it... on output devices such as CRT, high-speed printer, magnetic tape, or remote typewriter console. The information is arranged as you request it: alphabetically, numerically, chronologically, etc.

PROVEN IN YEARS OF ACTUAL USE READY NOW TO WORK FOR YOU.

(Data) Central is operational, retrieving the following types of information for various organizations:

- technical documents
- status of research & development projects
- equipment characteristics
- legal cases and established precedents
- physical properties of chemicals
- medical case reports
- maintenance specification records
- comptroller fiscal information
- personnel files

The head of a research department in one of the country's largest corporations says: "We looked at over 15 information retrieval systems before we decided on *(Data) Central!* We like it because it's the only one that satisfies our need for a versatile information retrieval system that anyone can use. And it's been in operation for two years, so we know it's debugged."

Available as a leased program system for use on your own computer equipment or on-line to *(Data) Central* Information Centers.

The *(Data) Central* program operates with 64K or larger IBM 360 Systems. It can be adapted to work with any similar equipment.

The program is ready to install in your own hardware immediately... or through remote console units connected to *(Data) Central* Information Centers.

This is a proven, quick, easy, direct access system *ready now* for almost any kind of information storage and retrieval.

A practical example of retrieval

You can use a variety of input or output devices when "talking" to *(Data) Central*! As a practical example, this is how Ohio lawyers can get *plain English* case references or full text opinions on *any subject* in Ohio law from the Ohio State Bar Association files, now operational and being expanded in Data Corporation's Dayton Center.

The query is initiated with a keyboard console in communication with *(Data) Central*.

"Conversation" with (DATA) CENTRAL is easy. This is a typical exchange.

The Computer types on your typewriter in CAPITAL LETTERS.
You type in lower case.

You dial the System's phone number.

Computer: YOU ARE NOW IN COMMUNICATION
WITH (DATA) CENTRAL. PLEASE
ENTER 10 CHARACTER
IDENTIFICATION.

The computer wants your password to identify information banks.

You: 221aw10917

You give it. This is an example of searching a legal case file.

Computer: ENTER FILE, MESSAGE OPTION

What material do you want; how are you going to talk to me?

You: law1, keyboard

You answer. If you prefer, you may use punched cards, in which case you'd type "cards."

... identify the file you want and say you will type the request.

————— The above exchange occurs only once at the beginning of each session. —————

Computer: BILLING # AND REQUEST

Each query can have a separate billing number.

You: #1234

You give your number.

\$any equ nominating (W2) petitions
and 'municipal officer'

You ask the computer to search and identify all cases (or documents) which contain, anywhere in them, the words *nominating* and *petitions* when they occur within two words of each other, *and* the words 'municipal officer'. You can, of course, ask for cases on the basis of *any* words that are in them. You don't have to identify special "filing" words since *all* the words (excepting articles, etc.) in the documents are available.

Computer: 0013 DOC'S; PRINT?

It tells you how many documents have these characteristics. If there are more than you want, you can modify your request at this point by adding other words to eliminate some documents. But let's say you want to see these.

You: yes

Computer: FORMAT, OUTPUT

How much of each document do you want? How do you want it printed?

You: 0, p

In this example, "0" means "print the whole case," and "p" means "write the cases on magnetic tape and print through high speed printer." If there are times when you won't want the entire document, you can arrange to have only parts printed out. You can identify these by code or you tell the computer from your keyboard which parts you want printed this particular time. When you often give the same instruction, a key letter is used to indicate the entire instruction.

You select the output method you desire: at your typewriter console; via magnetic tape ... or any other method you choose.

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